

## E-Mail

G. N. KURUC, JR. #1240  
Senior Chain Accounts Manager

Raritan Center  
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Edison, NJ 08837  
908-225-4774 Fax 908-417-9076

June 12, 1995

To: F. E. Cook  
G. P. Mitchell  
F. J. DeJong

DM	Y&A	REP
1224		
1225		
1226	✓	2, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 21, 22, 24, 25, 26.
1229		
1230	✓	1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

**RE: Quick Chek Food Stores (0919-00-00)**

Listed below are details regarding a special "buy down" program for Quick Chek's **COURIER** during July:

**Program Dates:** July 8-August 4, 1995

**Program:** Special price of \$ 9.99 per carton in all stores.

**Advertising:** Quick Chek to print and distribute to all stores two (2) special price "star bursts" to be placed on the floor display, and in the register area in all stores. Additional pieces will be sent from this office for your Sales Representatives use.

**Program Funding:** Forsyth Accrual program. Payment made based on performance (scan data) after completion.

**Sales Force Accountability:**

1. Ensure that stock levels remain adequate throughout Program.
2. Ensure that Quick Chek advertising is placed in stores by store personnel.

If you have any questions about this Program, please call me.

Regards,  
Nick  
G. N. Kuruc, Jr.

51855 0863

**SPECIAL FIXTURE REQUEST FORM**

RJR Div. No. 1240 RJR Mgr. G. N. Kuruc, Jr. Phone No. 908-225-4774  
Retailer Quick Chek Food Stores Type of Outlet Convenience

**A- Type of Display**

☐ Package ☐ Carton ☒ Combination (pack/carton) ☐ Other \_\_\_\_\_

**B- Current Merchandising Method**

"Old style" Forsyth wood display w/pack topper  
\_\_\_\_\_  
\_\_\_\_\_

**C- Recommendation**

Develop combination pack/carton floor display w/ signage.  
\_\_\_\_\_  
\_\_\_\_\_

**D- Special Requirements**

See attachment  
Note: Due to Philip Morris Retail Masters requirements, the chain has agreed  
to allow Basic 50% of carton and pack facings. The chain has also  
further agreed to cost share 50% of the merchandiser.  
Note: Include if a new contract is required

**E- Quantity**

Prototype: ☒ Yes ☐ No How many 1

Shipping Location ESS No. SIS #

Potential total number of special fixtures if approved: 115

Note: It takes 6 weeks to produce a prototype and package for shipment.

**F- Color**

Paint No. \_\_\_\_\_

Laminate No. \_\_\_\_\_

**G- Approvals**

Requestor/Manager G. N. Kuruc Jr. Date 5/31/95

Region Manager M. A. Young Date 5-31-95

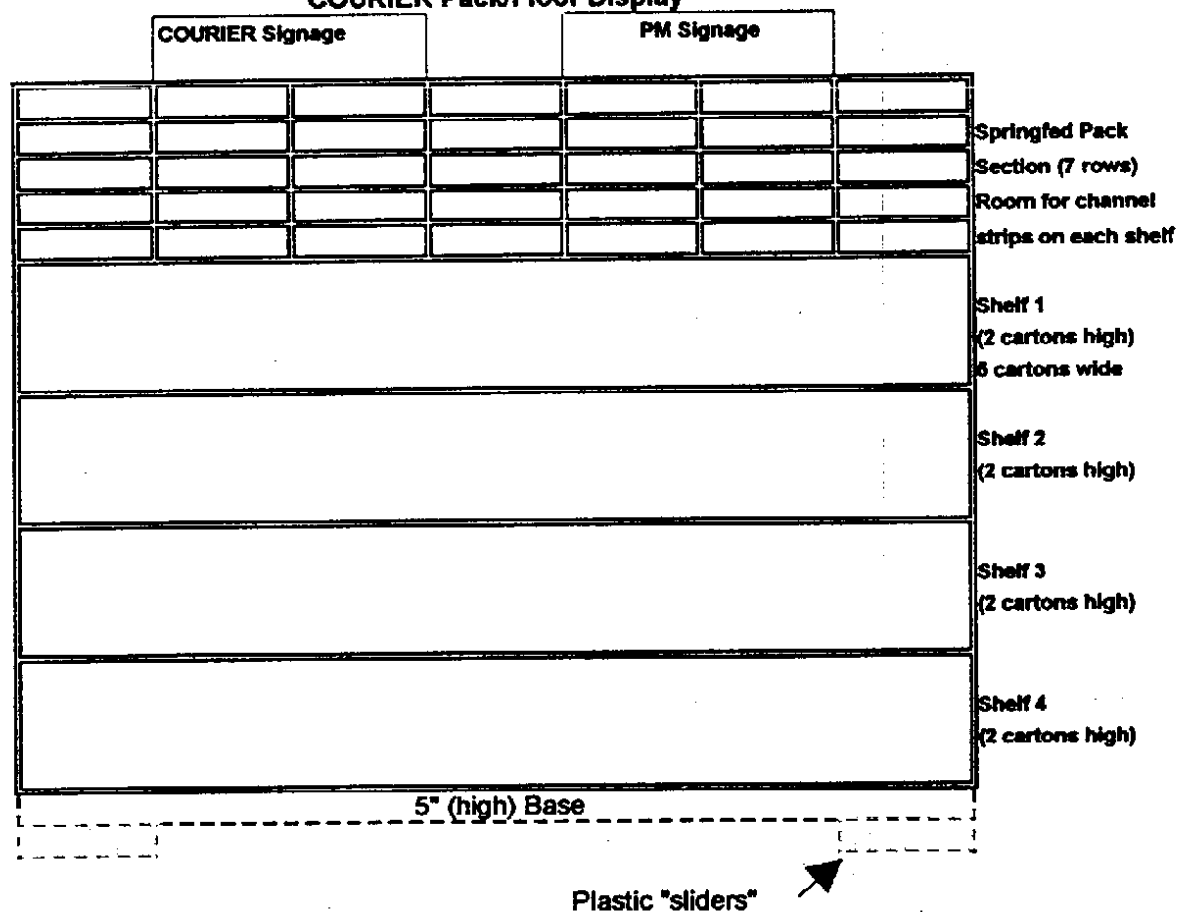
Note: Once the appropriate approvals are obtained, please send to the Merchandising Dept.

cc: VP Merchandising, Director of Operations, Don Esposito - Sales Materials Logistics

51855 0864

QCHKFIXT.XLS

Quick Chek Food Stores  
COURIER Pack/Floor Display



Fixture Height: Approximately 87"  
Total height no more than 86"

Note: Due to Retail Masters requirement, PM to share 50% of facings.  
Quick Chek to pay for 50% of fixture costs.

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